

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) An electronic guide information processing system for electronically processing guide information about a place customers attracting facility having an entrance and an exit, the system comprising:

an information distributing apparatus for converting the guide information into electronic guide information, encrypting the electronic guide information, and then distributing the encrypted electronic guide information;

a portable terminal apparatus for recording the encrypted electronic guide information, decrypting the encrypted electronic guide information at the entrance, and presenting the electronic guide information to an information user; and

an information processing apparatus comprising an information collecting apparatus for collecting the electronic guide information from the portable terminal apparatus at the exit, the information processing apparatus for erasing the electronic guide information from the portable terminal apparatus at the exit and writing in the portable terminal apparatus information about the place, wherein the erasing and the writing are performed at the same area information user's use of the customers-attracting facility at the exit.

2. (Previously Presented) The electronic guide information processing system according to claim 1, wherein the encrypted electronic guide information is

distributed to the portable terminal apparatus by use of an already-existing broadcasting infrastructure or/and a communication infrastructure.

3. (Currently Amended) The electronic guide information processing system according to claim 1, wherein an information recording medium is mounted to the portable terminal apparatus, and

wherein the electronic guide information about the place customers attracting-facility is recorded in the information recording medium.

4. (Original) The electronic guide information processing system according to claim 3, wherein the information recording medium is provided by use of an already-existing sales infrastructure.

5. (Currently Amended) An electronic guide information processing system for processing guide information about a place customers attracting facility which restricts customers to go in and out of the customers attracting facility only through its entrance and exit, the system comprising:

an information lending providing apparatus for converting the guide information into electronic guide information, encrypting the electronic guide information, and lending providing the encrypted electronic guide information;

a portable terminal apparatus for recording the encrypted electronic guide information, decrypting the encrypted electronic guide information at the entrance, and

presenting the electronic guide information, which has been lent provided from the information lending providing apparatus, to an information user; and

an information collecting processing apparatus for collecting, at the exit, the electronic guide information which has been lent to the portable terminal apparatus, wherein, when the electronic guide information is collected at the exit, erasing the electronic guide information from the portable terminal apparatus is erased at the exit, and writing information about the place information user's use of the customers-attracting facility is written in the portable terminal apparatus at the same area exit; and wherein reading of the electronic guide information is permitted inside the place at the entrance, while reading of the electronic guide information is inhibited outside the place at the exit.

6-7. (Cancelled).

8. (Currently Amended) The electronic guide information processing system according to claim 5, wherein specific wireless broadcasting means effective in a target area is provided to the place customers attracting facility, and

wherein the encrypted electronic guide information is provided to the portable terminal apparatus from the specific wireless broadcasting means.

9. (Original) The electronic guide information processing system according to claim 5, wherein the portable terminal apparatus comprises receiving means for receiving a wireless broadcasting signal from the specific wireless broadcasting means.

10. (Currently Amended) The electronic guide information processing system according to claim 9, wherein, when the portable terminal apparatus does not have the receiving means,

the receiving means is ~~lent provided at the place entrance of the customers-attracting facility.~~

11. (Original) The electronic guide information processing system according to claim 9, wherein the electronic guide information received by the receiving means is correlated with electronic guide information which has been already stored in the portable terminal apparatus.

12. (Original) The electronic guide information processing system according to claim 5, wherein the portable terminal apparatus comprises position measuring means for measuring latitude, longitude, and height by use of an artificial satellite, so as to specify the position of this portable terminal apparatus itself.

13. (Currently Amended) The electronic guide information processing system according to claim 12, wherein, when the portable terminal apparatus does not have the position measuring means, the position measuring means is ~~lent provided at the place entrance of the customers-attracting facility.~~

14. (Currently Amended) The electronic guide information processing system according to claim 12, wherein the measurement information obtained by the position measuring means is correlated with map information about the place customers-attracting facility which has been already stored in the portable terminal apparatus.

15-18. (Canceled).

19. (Currently Amended) A portable terminal apparatus for obtaining and processing electronic guide information about a place customers-attracting facility-having an entrance and an exit, the portable terminal apparatus comprising:

a manipulating section manipulated in order to input manipulation information about the electronic guide information;

a receiving section for receiving encrypted electronic guide information ~~for an information user~~;

a ~~nonvolatile~~ storing apparatus for storing the encrypted electronic guide information received by the receiving section;

a decrypting section for decrypting the encrypted electronic guide information ~~at the entrance~~; and

a controlling apparatus for reading the electronic guide information from the storing apparatus in accordance with the manipulation information from the manipulating section and processing the electronic guide information to control an image display,

wherein, when the electronic guide information about the customers-attracting facility is collected at the exit, the controlling apparatus erases the electronic guide information from the storing apparatus at the exit and writes in the storing apparatus information about the place at the same area information user's use of the customers-attracting facility at the exit.

20. (Currently Amended) The portable terminal apparatus according to claim 19, wherein the controlling apparatus processes the electronic guide information to control a display of an image of the place a customers-attracting facility made of a three-dimensional image.

21. (Original) The portable terminal apparatus according to claim 19, wherein a communication modem is connected to the controlling apparatus, so as to receive the electronic guide information distributed by use of an already-existing communication infrastructure.

22-23. (Canceled).

24. (Currently Amended) The portable terminal apparatus according to claim 19, wherein, when specific wireless broadcasting means effective only in a target area is provided to the place customers-attracting facility, the controlling apparatus receives the electronic guide information from the specific wireless broadcasting means by the receiving section.

25. (Previously Presented) The portable terminal apparatus according to claim 24, wherein the encrypted electronic guide information received by the receiving section is correlated with electronic guide information which has already been stored in the storing apparatus.

26. (Original) The portable terminal apparatus according to claim 19, wherein position measuring means is connected to the controlling apparatus, and the position of the portable terminal apparatus itself is specified by measuring latitude, longitude, and height by use of an artificial satellite.

27. (Currently Amended) The portable terminal apparatus according to claim 26, wherein the measurement information obtained by the position measuring means is correlated with map information about the place customers-attracting facility which has been already stored in the storing apparatus.

28. (Currently Amended) A method for processing electronic guide information which electronically processes guide information about a place customers-attracting facility having an entrance and an exit, the method comprising:

producing electronic guide information at an information provider side by converting the guide information;

encrypting the electronic guide information at the information provider side;

distributing the encrypted electronic guide information to a portable terminal apparatus ~~carried by an information user~~;

obtaining the distributed encrypted electronic guide information ~~at the information user-side~~;

decrypting the encrypted electronic guide information ~~at the entrance~~;

presenting the electronic guide information ~~to the information user~~;

~~collecting the electronic guide information from the portable terminal apparatus at the exit~~;

erasing the electronic guide information from the portable terminal apparatus ~~at the exit~~; and

writing in the portable terminal apparatus information about the place,  
wherein the erasing and the writing are performed at the same area information  
user's use of the customers attracting facility at the exit.

29. (Previously Presented) The method for processing electronic guide information according to claim 28, wherein the encrypted electronic guide information is distributed to the portable terminal apparatus by use of an already-existing broadcasting infrastructure or/and a communication infrastructure.

30. (Currently Amended) The method for processing electronic guide information according to claim 28, wherein the electronic guide information about the place customers attracting facility is recorded in an information recording medium and is provided to the information user, and wherein, at the time of using the information

~~recording medium, the information user mounts the information recording medium is mounted to the portable terminal apparatus.~~

31. (Original) The method for processing electronic guide information according to claim 30, wherein the information recording medium is provided by use of an already-existing sales infrastructure.

32. (Currently Amended) A method for processing electronic guide information ~~which processes electronic guide information about a place customers-attracting facility which restricts customers to go in and out of the customers-attracting facility only through its entrance and exit~~, the method comprising:

~~encrypting the electronic guide information;~~

~~lending receiving the encrypted electronic guide information to a portable terminal apparatus carried by an information user;~~

~~decrypting the encrypted electronic guide information in the portable terminal apparatus at the entrance;~~

~~collecting, at the exit, the electronic guide information which has been lent to the portable terminal apparatus;~~

~~erasing the lent electronic guide information at the exit from the portable terminal apparatus; and~~

~~writing in the portable terminal apparatus information about the place, wherein the erasing and the writing are performed at the same area information user's use of the customers-attracting facility at the exit.~~

33-34. (Canceled).

35. (Currently Amended) The method for processing electronic guide information according to claim 32, wherein specific wireless broadcasting means effective only in a target area is provided to the place customers attracting facility, and wherein the encrypted electronic guide information is provided to the portable terminal apparatus ~~carried by information user~~ from the specific wireless broadcasting means.

36. (Currently Amended) The method for processing electronic guide information according to claim 32, wherein, when the portable terminal apparatus does not have the receiving means, the receiving means is ~~left~~ provided at the place entrance of the customers attracting facility.

37. (Original) The method for processing an electronic guide information according to claim 36, wherein the electronic guide information received by the receiving means is correlated with electronic guide information which has been already stored in the portable terminal apparatus.

38. (Original) The method for processing an electronic guide information according to claim 32, wherein the portable terminal apparatus comprises position

measuring means for measuring latitude, longitude, and height by use of an artificial satellite, so as to specify the position of this portable terminal apparatus itself.

39. (Currently Amended) The method for processing an electronic guide information according to claim 38, wherein, when the portable terminal apparatus does not have the position measuring means, the position measuring means is ~~lent~~ provided at the place entrance of the customers attracting facility.

40. (Currently Amended) The method for processing an electronic guide information according to claim 38, wherein the measurement information obtained by the position measuring means is correlated with map information about the place customers attracting facility which has been already stored in the portable terminal apparatus.

41. (Currently Amended) The electronic guide information processing system of according to claim 1, wherein the information processing apparatus writes at least one of advertisement information about the place and information about use of the place customers attracting facility in the portable terminal apparatus at the exit.

42. (Currently Amended) The electronic guide information processing system of according to claim 5, wherein, when the electronic guide information is collected at the exit, at least one of advertisement information about the place and information about

use of the place ~~customers-attracting facility~~ is written in the portable terminal apparatus ~~at the exit~~.

43. (Currently Amended) The portable terminal apparatus according to claim 19, wherein, ~~when the electronic guide information about the customers-attracting facility is collected at the exit, the controlling apparatus writes~~ at least one of advertisement information about the place and information about use of the place ~~customers-attracting facility~~ in the storing apparatus ~~at the exit~~.

44. (Currently Amended) The method for processing electronic guide information according to claim 28, further comprising writing at least one of advertisement information about the place and information about use of the place ~~customers-attracting facility~~ in the portable terminal apparatus ~~at the exit~~.

45. (Currently Amended) The method for processing electronic guide information according to claim 32, further comprising writing at least one of advertisement information about the place and information about use of the place ~~customers-attracting facility~~ in the portable terminal apparatus ~~at the exit~~.